



NixPay Training Video Script (~1:45)

Congratulations! You've made the first step in a revolutionary shift in merchant processing. You're presenting merchants with an opportunity to save money, while giving competitors a run for theirs.

In signing up for NixPay, you will receive a welcome box including: A Cash Discounting compliant terminal, training material, and informative signage to install at various points in your business.

The terminal has been downloaded and tested by the NixPay team to ensure the product best fits your needs, and the training material was created with you and your team in mind. With those assets, along with the signage to inform your customers of the updated program, we believe these resources will set you and your staff up for success.

Before you begin, here are a few small house keeping items:

First, you will want to make sure that the signs included in your NixPay welcome kit are displayed at the main entrance as well as each point of sale system. In order to remain compliant with the major card brands, it is imperative these signs are clearly visible and your customers are aware of the program.

Another step in setting your staff up for success is to ensure they have the knowledge and skills to be proactively problem solve. To eliminate any hassle or frustration, we want to be certain that team members can confidently communicate with customers on the new NixPay system and address any questions they may have about non-cash adjustments. One way to accomplish this is to organize a company training session to discuss the changes, handling objections, and inquiry responses that may come in hand when working with consumers.

Lastly, once your welcome kit has been unboxed and set in place, and your staff has been educated on the advancements, the last item to check off your list is to document your responses to customer questions.

For example, rather than informing the customers who pay with credit cards that they will be charged a fee, we advise that you ask if they would prefer to save money by paying with cash. The importance is remembering that the NixPay Cash Discounting Program IS NOT a fee on credit cards; it is a savings on cash payments.



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According to NixPay statistics, XX% of customers will not question the fee and understand the need for merchants to do so, while only a small percentage of customers will ask why the fees are necessary. In order for you and your team to remain consistent in your responses, it is important to refer to your documented plan.

By completing the steps introduced in this video, your new NixPay system should be up and running in no time!

If any issues arise, and your team finds that they need more detailed answers, the NixPay Support Team would love to help resolve them. (Contact info specific to partner)



NixPay Sales Video Script (~1:45)

We get it, credit card fees are the worst. You don't like them, and quite frankly, neither do we.

Merchant processing fees make up an average of XX% of a merchant's total operating cost.

But worse than that, there's a chance you have absolutely no idea what your line item fees mean or how to read your credit card statement.

Although, you are probably very aware of major card brands. You know, the ones swoop in and carry off hundreds, and sometimes thousands, of dollars a month in merchant processing fees? Yep, those guys.

But what if these tedious fees were to disappear? What if you could run your business and rest easy knowing that one of your largest business expenses no longer existed? How does this happen?

You guessed it...NixPay!

NixPay is a Cash Discounting solution in a box that wipes out merchant processing fees, and inside is everything you need for less stress, less expense, and more freedom to run your business.

The way it works is simple.

1. Merchants price and promote their goods and services to include a small service fee. at non-cash adjustment prices.
2. NixPay provides a sign, which is placed at the business door. At every point of sale, systems notify the customers of the savings they could earn by paying with cash.
3. Regardless of which route the customer chooses, giving them an option to save money by paying with cash is great practice. And we all know, practice makes perfect.

In the case that the customer does pay with their card, your NixPay terminal is programmed to do the rest. It automatically applies a non-cash adjustment to the subtotal of the sale.



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At the end of the month, when it comes time to pay your fees for interchange... Oh wait, there are none. It just keeps getting better and better! Here's how it works. At the time of your transaction, the non-cash adjustment is collected and redirected to the processor in lieu of monthly processing fees.

Let's recap:

No more confusing merchant statements. No more surprise hidden fees. No more large withdrawals from your account.

Who would've thought peace of mind could come in a box? Well, NixPay did.